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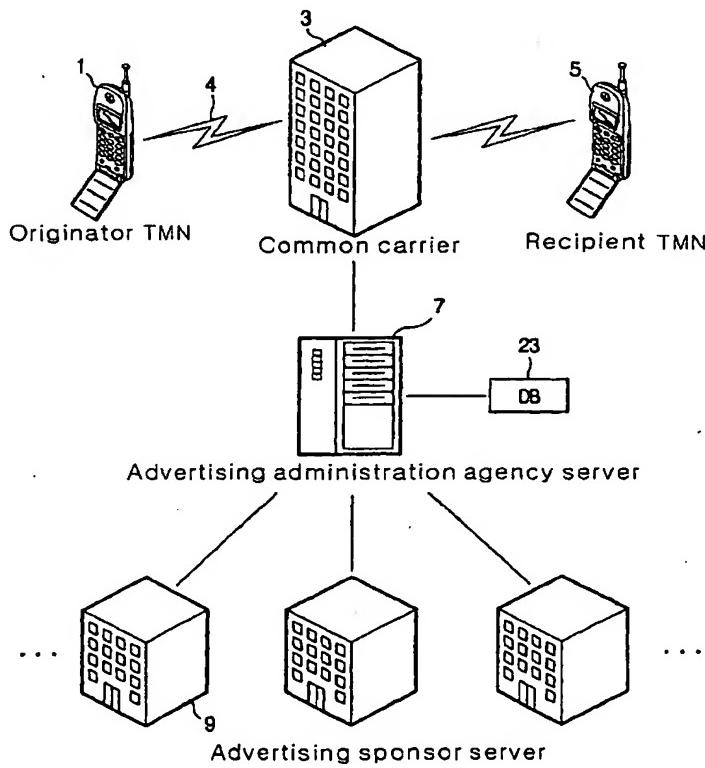
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PROVIDING AN ADVERTISEMENT SERVICE USING THE CALL-CONNECTING SIGNAL



(57) Abstract: Disclosed are system and method for providing an advertisement service using the call-connecting signal in the server of a common carrier. The method includes receiving a call request signal from the originator terminal, extracting an advertisement message from the advertisement database, and sending the advertisement message to the originator terminal. Also, the method further includes interrupting sending of the advertisement message if a call is connected between the originator terminal and the recipient terminal, extracting further commercial data related with the advertisement message, and sending the extracted further data to the originator terminal.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC7 H04Q 7/24

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean Patents and application for inventions since 1975

Korean Utility Models and applications for Utility Models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

KIPASS

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	KR 2002-0020294 A (PARK, Doo Hyun) March 15, 2002 see abstract, claims 1, 12, and Fig. 1	10-13
A	KR 2001-0048179 A (SHT Co., Ltd) June 15, 2001 see abstract, claim 1-3, 11th paragraph of page 3.	1-3
A	JP 2002-314720 A (NEC Corp.) October 25, 2002 see abstract, paragraph[0022] - [0027], and Fig. 1-2	1,2, 25

 Further documents are listed in the continuation of Box C. See patent family annex.

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 2002-0020294 A	March 15, 2002	None	
KR 2001-0048179 A	June 15, 2001	None	
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